

# BATHORIUM™

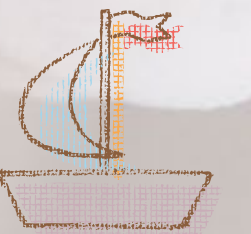
*consumer perception study*  
**LITTLE CHARLIE**

In Spring 2022, Good Face Project consulted with 50 moms over 30 days to document their experience using Little Charlie for the first time on their kids with sensitive skin and dry skin ailments like eczema.



**ABOUT GOOD FACE PROJECT**

Our mission is simple, to help you discover safe products that fit your skin's unique needs and make you look and feel your best.



# survey HIGHLIGHTS

## RASH RELIEF

86% noticed visible signs of dry skin or trouble area texture have improved on my child's skin after using Little Charlie

81% noticed reduction in redness in my child's skin after using the products after using Little Charlie

72% said Little Charlie provided visible improvement in reducing their child's eczema/ psoriasis/dry skin

## SMOOTH AS A BABY'S BOTTOM

95% said their child's skin felt noticeably moisturized after using Little Charlie Bath Milk and Soak after using Little Charlie

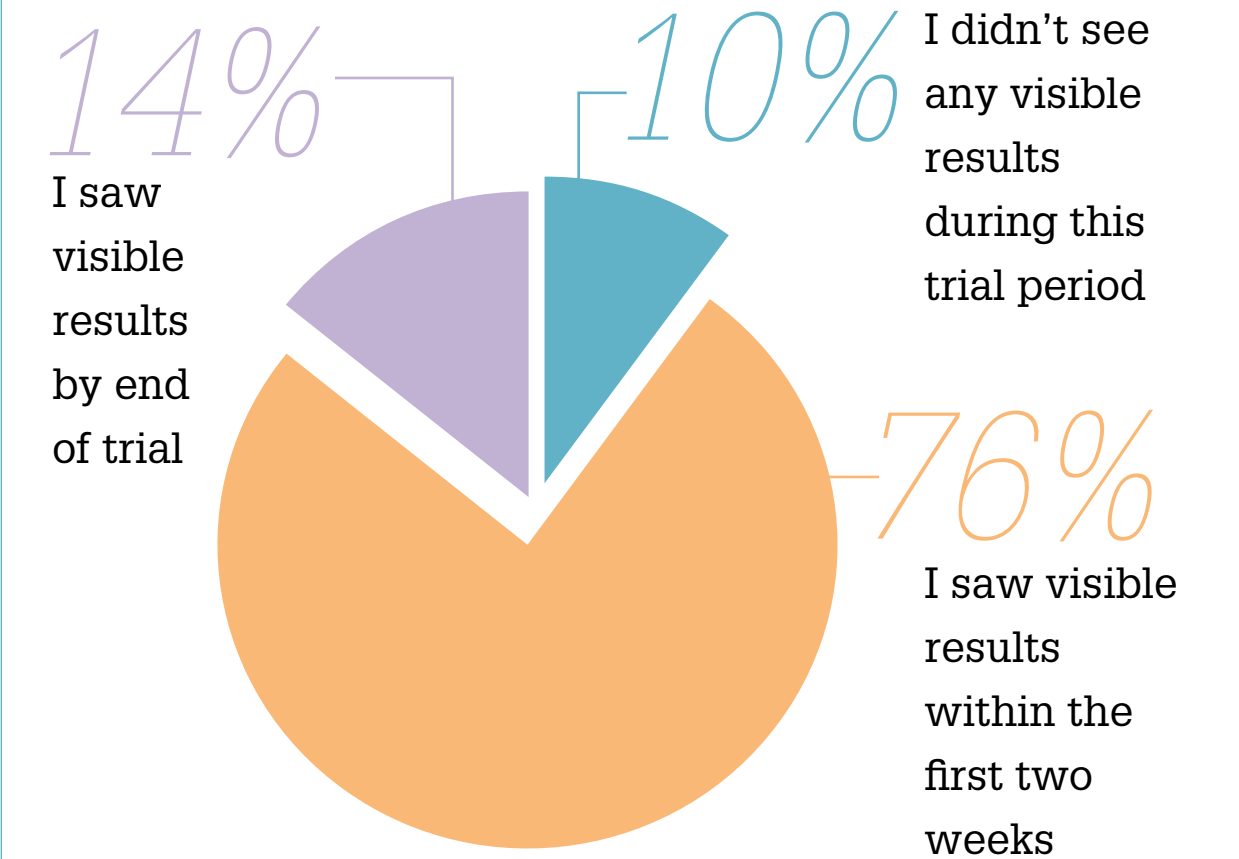
88% said Little Charlie Bath products have a calming and soothing effect on their child's skin

## BATH TIME FUN

82% said their child enjoys bath time more when using Little Charlie

93% said they would add Little Charlie Bath Soak & Bath Milk to their child's bath routine

## FINAL THOUGHTS



## WHAT PARENTS ARE SAYING

My son suffers from eczema. He gets flare ups that are hard to control with prescription creams. I started using Little Charlie & instantly saw a reduction in the redness of his eczema. After a few baths his flares were better under control than with his prescription creams! I am amazed! His cheeks usually always stay red from his eczema & after using Little Charlie it subsides dramatically!

-Ashley L.

The bath soak & milk bath have been a life saver for my baby. His eczema had actually cleared up after using it for almost & he developed rashes all over his body. That evening, as soon as I gave him a bath, he calmed down and stopped itching. The next morning the redness was gone. My hands are always so soft after giving him a milk bath. We love it.

-Brenda M

We absolutely loved using these products during bath time. They seemed to really calm and relax my 8 month old. Also, it really helped with his eczema. I've noticed way less break outs since using it!

-Billie Y

This formula worked immediately for my child's skin. It has a very pleasant smell and feels silky smooth.

-Ayaka H

My daughter has an eczema patch on her foot that gets worse in the winter and this time of the year was a perfect time to test this product. I can honestly say that this product works! It helped so much to calm that irritated skin and the eczema patch is almost gone. It makes it so easy to not need anything but the water to wash her and she smells so good afterwards

-Olga P



*before +*  
**AFTER**



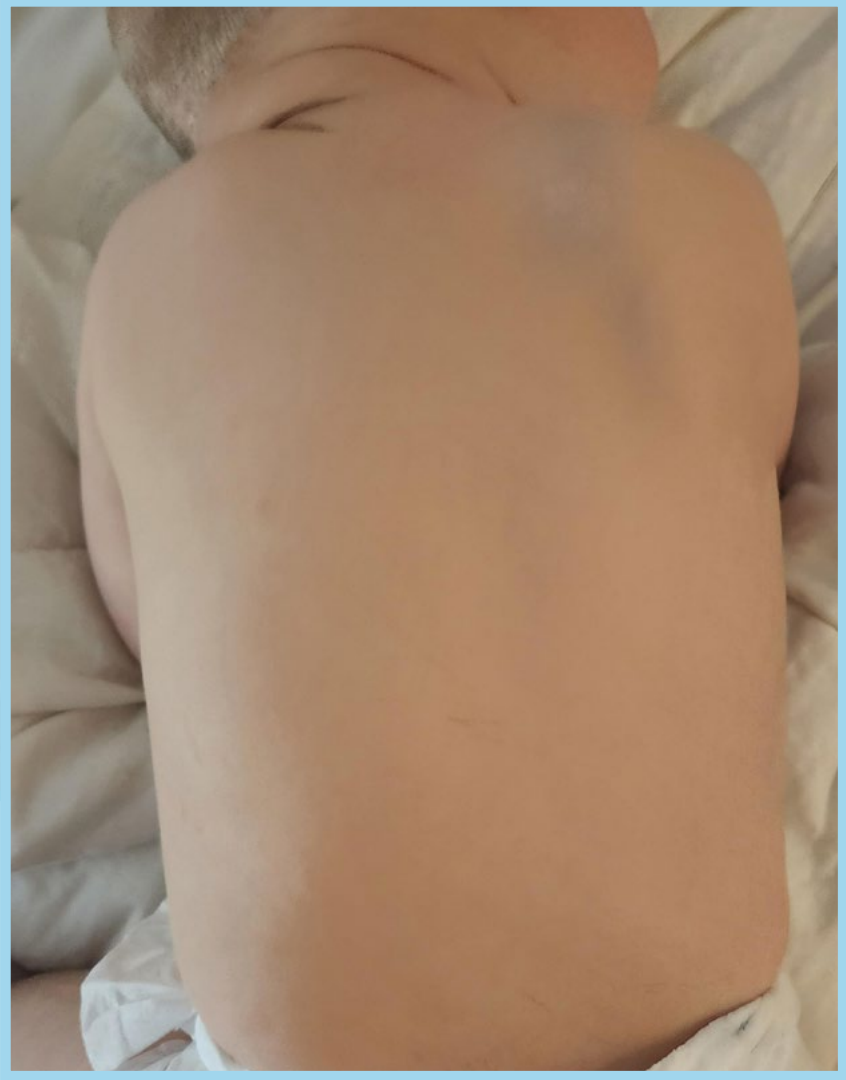
before



after



before



after



before



after





meet  
**LITTLE CHARLIE**



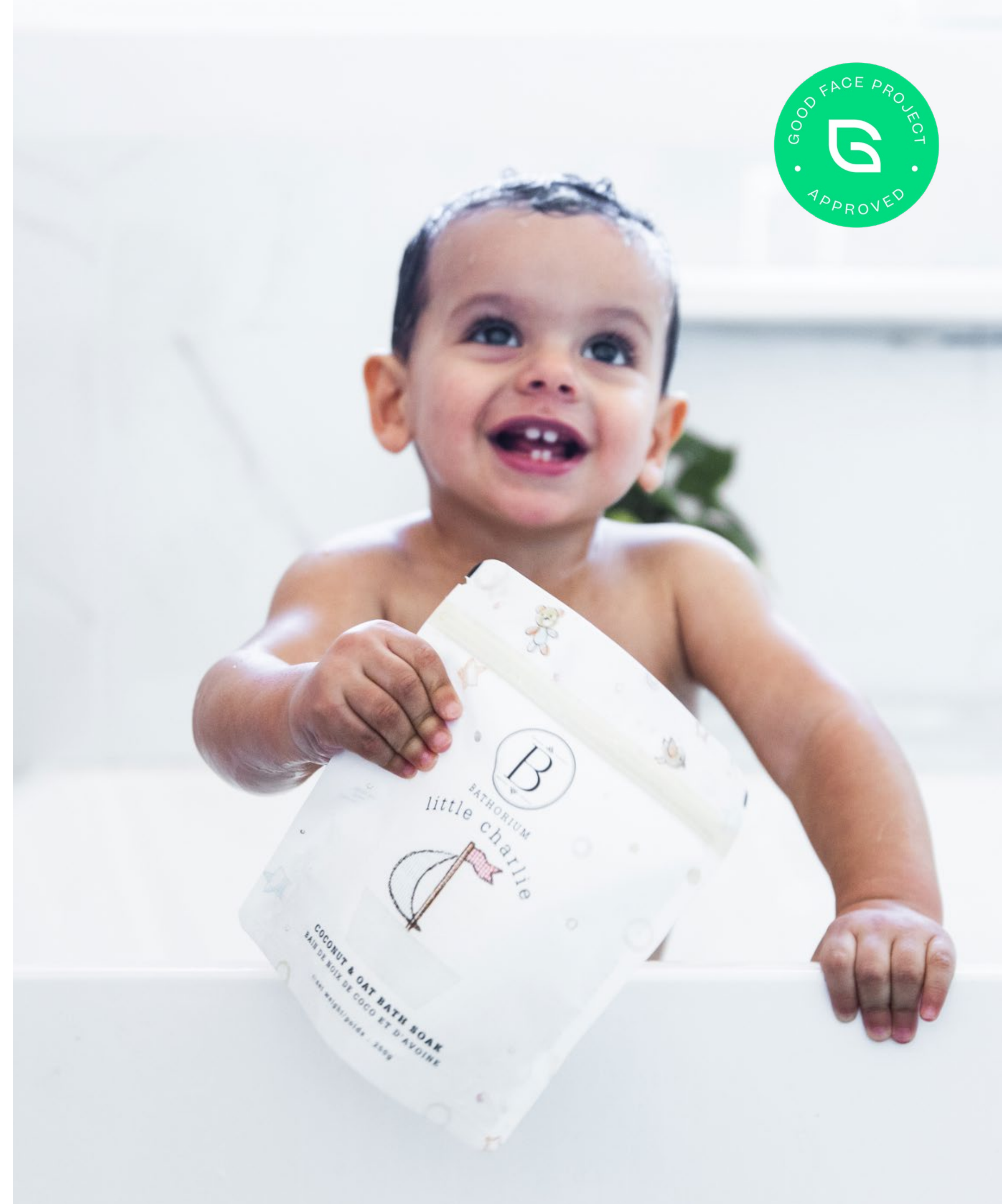
**COCONUT & OATS BATH SOAK**

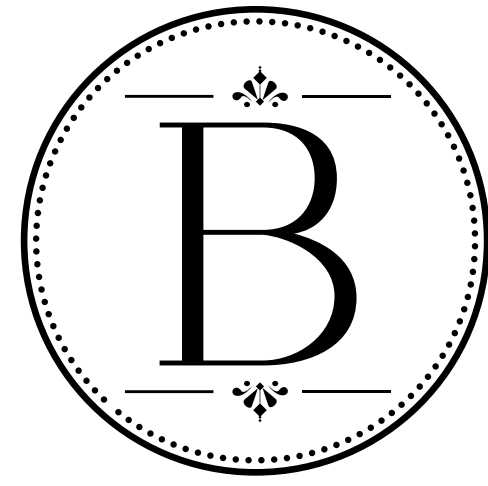
- + Colloidal oat is a natural anti-inflammatory effect on the skin and can naturally soften the skin due to the phenols that are found in the oats
- + Coconut milk is packed with vitamins C, E, B1, B3, B5, and B6, which can help with hydrating, cleansing and nourishing our skin
- + Jojoba oil is pure emollient meaning it moisturizes our skin and prevents irritations, or scaly and rough patches



**BUBBLE BATH MILK**

- + Lavender and chamomile essential oil soothe and calm
- + Creates long lasting creamy bubbles without the toxic nasties
- + Can be paired with little charlie coconut and oat bath soak
- + One 250 ml bottle runs approximately 12 - 15 baths





BATHORIUM™

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#bathbeautifully